



Beating the Odds

A
Worksite
Program

BEATING THE ODDS DEVELOPMENT COMMITTEE

Chaired by
Ford Motor Company

Participants
Ameritech Publishing, Inc.

CDI Transportation Group

Cross & Trecker
Corporation

Michigan Consolidated
Gas Company

NBD Bancorp

United Auto Workers,
Local 6000

Volkswagen of America,
Inc.

February 1, 1990

Mr. John Doe
Ajax Widget Company
123 Main Street
Anytown, USA 100000

Dear Mr. Doe:

Cancer has either directly or indirectly touched every one of us at some point in our lives. All of us are aware of a friend, a coworker, or a family member whose life has been impacted by cancer. *Beating the Odds*, an American Cancer Society worksite initiative, has been developed to assist American businesses to protect their human resources against cancer.

Cancer is second in costs to American industry only to coronary heart disease. In 1989, 9 billion dollars in lost time and productivity were attributed to cancer alone.

It is estimated that a cure rate of 75% or higher can be achieved if tumors are found and treated before they cause symptoms.

Beating the Odds has a user-friendly format, can be used by anyone on your staff, and can be done primarily on an employee's own time. Additionally, it offers low and no cost strategies that your company can use to provide employees with an opportunity to participate in early detection, and to take control of many of their own cancer risks.

Enclosed is a package that provides an outline of *Beating the Odds*. Please contact Bridget Gosine, Program Director of the Macomb County Unit, for additional information at (313) 758-7800.

I hope that you will join us in taking these important steps to reduce the risks of cancer for your employees. *Beating the Odds* can be your first step.

Sincerely yours,

Bob Smith
President, Board of Directors
Macomb County Unit

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"YOU CAN SAVE A LIFE TODAY."